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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Scott A. Rosenberg  
APPLICATION NO.: 10/033,401  
FILING DATE: December 26, 2001  
TITLE: Advertisements In A Television Recordation System  
EXAMINER: Not Yet Known  
GROUP ART UNIT: 2615  
ATTY. DKT. NO.: 22407-05674

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MAY 07 2002

Technology Center 2600

CERTIFICATE OF MAILING

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Dated: 02/28/02

By: Laura Majerus  
Laura Majerus

Commissioner For Patents  
Office Of Initial Patent Examination  
Customer Service Center  
Washington, Dc. 20231

REQUEST FOR CORRECTED FILING RECEIPT

SIR:

Enclosed is a copy of the Official Filing Receipt. It contains the following error:

1. The Domestic Priority data is stated as "This application is a CIP of 09/978,144 10/15/2001 which claims benefit of 60/258,671 12/27/2000". The correct Priority should be CIP of 09/978,144 10/15/2001 AND claims benefit of 60/258,671 12/27/2000 as evidenced by the first page of the application, a copy of which is enclosed.

Please issue a corrected Filing Receipt rectifying this error.

Respectfully submitted,  
SCOTT A. ROSENBERG

Dated: 02/28/02

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## Advertisements in a Television Recordation System

### Inventor

Scott A. Rosenberg

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### Related Applications

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[0001] This application claims priority under 35 U.S.C. § 119(e) to U.S. Provisional Application No. 60/258,671, filed December 27, 2000, and entitled "Advertisements in a Television Recordation System," which is incorporated by reference herein in its entirety. This application is also a **continuation in part** of U.S. Utility Application No. 09/978,144, filed October 15, 2001, and entitled "Method and System for Dynamic Ad Placement Engine," which is incorporated by reference herein in its entirety.

### Technical Field

[0002] The present invention relates generally to digital video recorders and, more specifically, to a method and system for determining and playing ads in digital video recorders.

### Background of the Invention

[0003] Placing an advertisement ("ad") in a medium that reaches the largest target audience has long been the goal of advertisers. One way of achieving this goal is to target people through media contexts, such as video media, that attract an audience of likely



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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/033,401	12/26/2001	2615	1160	22407-05674	5	20	8

00758  
FENWICK & WEST LLP  
TWO PALO ALTO SQUARE  
PALO ALTO, CA 94306

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JAN 28 2002

FENWICK & WEST LLP

CONFIRMATION NO. 1472

FILING RECEIPT



\*OC000000007356361\*

Date Mailed: 01/24/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

**Applicant(s)**

Scott Rosenberg, Somerville, MA;

**Domestic Priority data as claimed by applicant**

THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001  
WHICH CLAIMS BENEFIT OF 60/258,671 12/27/2000

And 7

**Foreign Applications**

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If Required, Foreign Filing License Granted 01/24/2002

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

**Title**

Advertisements in a television recordation system

**Preliminary Class**

386



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Bib Data Sheet

CONFIRMATION NO. 1472

<b>SERIAL NUMBER</b> 10/033,401	<b>FILING DATE</b> 12/26/2001 <b>RULE</b>	<b>CLASS</b> 386	<b>GROUP ART UNIT</b> 2615	<b>ATTORNEY DOCKET NO.</b> 22407-05674	
<b>APPLICANTS</b> Scott Rosenberg, Somerville, MA; Denise Gurer, Scotts Valley, CA; Elaine Lusher, Pleasanton, CA;					
<b>** CONTINUING DATA *****</b> THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001 AND CLAIMS BENEFIT OF 60/258,671 12/27/2000					
<b>** FOREIGN APPLICATIONS *****</b>					
<b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED</b> <b>** 01/24/2002</b>					
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and Acknowledged _____ Examiner's Signature Initials		<b>STATE OR COUNTRY</b> MA	<b>SHEETS DRAWING</b> 5	<b>TOTAL CLAIMS</b> 20	<b>INDEPENDENT CLAIMS</b> 8
<b>ADDRESS</b> 00758					
<b>TITLE</b> Advertisements in a television recordation system					
<b>FILING FEE RECEIVED</b> 1290	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit		